

## Electronic Acknowledgement Receipt

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| <b>EFS ID:</b>                              | 8286370                                      |
| <b>Application Number:</b>                  | 10006874                                     |
| <b>International Application Number:</b>    |  |
| <b>Confirmation Number:</b>                 | 5480   |
| <b>Title of Invention:</b>                  | Alternative advertising in prerecorded media |
| <b>First Named Inventor/Applicant Name:</b> | Michael A. Plotnick                          |
| <b>Customer Number:</b>                     | 81712  |
| <b>Filer:</b>                               | Andrew W. Spicer/Elizabeth McGinty           |
| <b>Filer Authorized By:</b>                 | Andrew W. Spicer                             |
| <b>Attorney Docket Number:</b>              | T738-10                                      |
| <b>Receipt Date:</b>                        | 25-AUG-2010                                  |
| <b>Filing Date:</b>                         | 14-NOV-2001                                  |
| <b>Time Stamp:</b>                          | 11:38:39                                     |
| <b>Application Type:</b>                    | Utility under 35 USC 111(a)                  |

### Payment information:

|  |                 |
|--|-----------------|
| Submitted with Payment                   | yes             |
| Payment Type                             | Deposit Account |
| Payment was successfully received in RAM | \$180           |
| RAM confirmation Number                  | 7799            |
| Deposit Account                          | 504670          |
| Authorized User                          |                 |

The Director of the USPTO is hereby authorized to charge indicated fees and credit any overpayment as follows:

Charge any Additional Fees required under 37 C.F.R. Section 1.21 (Miscellaneous fees and charges)

**File Listing:**

| Document Number              | Document Description                                 | File Name               | File Size(Bytes)/ Message Digest       | Multi Part /.zip | Pages (if appl.) |
|------------------------------|--|-------------------------|--|------------------|------------------|
| 1                            | Information Disclosure Statement (IDS) Filed (SB/08) | T738-10_IDS-8-25-10.pdf | 611974                                 | no               | 4                |
|                              |  |                         | bcd7c3809cc8b6c07042ca88ba7d1f1b4c16d6 |                  |                  |
| Warnings:                    |  |                         |  |                  |                  |
| Information:                 |  |                         |  |                  |                  |
| 2                            | Fee Worksheet (PTO-875)                              | fee-info.pdf            | 30207                                  | no               | 2                |
|                              |  |                         | 85e727225e171a2648cddc1b11147041ce31db |                  |                  |
| Warnings:                    |  |                         |  |                  |                  |
| Information:                 |  |                         |  |                  |                  |
| Total Files Size (in bytes): |  |                         | 642181                                 |                  |                  |

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**New Applications Under 35 U.S.C. 111**

If a new application is being filed and the application includes the necessary components for a filing date (see 37 CFR 1.53(b)-(d) and MPEP 506), a Filing Receipt (37 CFR 1.54) will be issued in due course and the date shown on this Acknowledgement Receipt will establish the filing date of the application.

**National Stage of an International Application under 35 U.S.C. 371**

If a timely submission to enter the national stage of an international application is compliant with the conditions of 35 U.S.C. 371 and other applicable requirements a Form PCT/DO/EO/903 indicating acceptance of the application as a national stage submission under 35 U.S.C. 371 will be issued in addition to the Filing Receipt, in due course.

**New International Application Filed with the USPTO as a Receiving Office**

If a new international application is being filed and the international application includes the necessary components for an international filing date (see PCT Article 11 and MPEP 1810), a Notification of the International Application Number and of the International Filing Date (Form PCT/RO/105) will be issued in due course, subject to prescriptions concerning national security, and the date shown on this Acknowledgement Receipt will establish the international filing date of the application.